

What is claimed is:

1. A web-based, interactive method for simultaneously: (a) advertising and increasing awareness of charitable, nonprofit, philanthropic or other fundraising organizations (ORG), (b) advertising corporate or other sponsors (Sponsors), and (c) raising donations for the ORGs, the method having a graphical user interface including a display, comprising:
 - 5 providing the participant an opportunity to take a quiz on a website in exchange for a Sponsor making a donation to an ORG in the participant's name, the quiz having one or more questions;
 - 10 taking the quiz by answering the questions, the participant selecting an answer from two or more provided answers; and
 - 15 making a donation, by the Sponsor, to the ORG.
- 15 2. The method according to claim 1, further comprising asking questions about the ORG's mission and activity.
- 20 3. The method according to claim 1, further comprising asking questions about the Sponsor's business or activities.
- 25 4. The method according to claim 1, further comprising receiving the contact information of the participant.
5. The method according to claim 2, wherein the contact information comprises the email address of the participant.
6. The method according to claim 1, further comprising providing a score based on the number of correct answers in the quiz.
- 25 7. The method according to claim 1, further comprising calculating the total number of participants taking the quiz.
8. The method according to claim 2, further comprising providing the contact information to the Sponsor.
- 30 9. The method according to claim 2, further comprising providing the contact information to the ORG.

10. The method according to claim 1, wherein the donation is made to the ORG selected by the participant.
11. The method according to claim 1, further comprising providing a sweepstake wherein the participant of the quiz has a chance to win a prize.
- 5 12. A web-based, interactive system for simultaneously: (a) advertising and increasing awareness of charitable, nonprofit, philanthropic or other fundraising organizations (ORG), (b) advertising corporate or other sponsors (Sponsors), and (c) raising donations for the ORGs, the system having a graphical user interface including a display, comprising:
- 10 means for providing the participant an opportunity to take a quiz on a website in exchange for a Sponsor making a donation to an ORG in the participant's name, the quiz having one or more questions;
- 15 means for taking, by the participant, the quiz, the participant answering the questions by selecting an answer from two or more provided answers;
- 15 means for making a donation, by the Sponsor in the participant's name, to the ORG.
13. The system according to claim 12, wherein the quiz includes questions about the ORG's mission and activity.
- 20 14. The system according to claim 12, wherein the quiz includes questions about the Sponsor's business or activities.
15. The system according to claim 12, further means for receiving the contact information of the participant.
- 25 16. The system according to claim 15, wherein the contact information comprises the email address of the participant.
17. The system according to claim 12, further comprising a score based on the number of correct answers in the quiz.
18. The system according to claim 12, further comprising means for calculating the total number of participants taking the quiz.
19. The system according to claim 12, further comprising means for providing the contact information to the Sponsor.
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20. The system according to claim 12, further comprising means for providing the contact information to the ORG.

21. A web-based, interactive method for simultaneously: (a) advertising and increasing awareness of charitable, nonprofit, philanthropic or other fundraising organizations (ORG), (b) advertising corporate or other sponsors (Sponsors), and (c) raising donations for the ORGs, the method having a graphical user interface including a display, comprising:

playing a game on a website; and

making a donation, by the Sponsor, to an ORG.

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22. The method according to claim 21, further comprising awarding one or more points to the player based on the performance in the game.

23. The method according to claim 22, wherein the player enters a sweepstake by playing the game, and wherein the player has an opportunity to win one or more prizes.

24. The method according to claim 21, further comprising receiving the contact information of the player.

25. The method according to claim 22, wherein the contact information comprises the email address of the player.

26. The method according to claim 21, further comprising calculating the total number of players.

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27. A computer program product including a program code embodied in a storage medium for carrying out a web-based, interactive method for simultaneously: (a) advertising and increasing awareness of charitable, nonprofit, philanthropic or other fundraising organizations (ORG), (b) advertising corporate or other sponsors (Sponsors), and (c) raising donations for the ORGs, the method having a graphical user interface including a display, comprising:

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playing a game on a website in exchange for a Sponsor making a donation to an ORG;

making a donation, by the Sponsor, to the ORG; and
providing contact information of the player.